

Willamette Main Street Volunteer Application

MicrositePlanning



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The Willamette District is West Linn's historic core. It provides a sense of community and place. It offers a unique mix of services, local shopping and great dining. The Historic Willamette Main Street program aims to increase these amenities, increase historical awareness, social and cultural events, and generate a healthier economy. These goals will be attained by implementing the Main Street Four Point Approach™, which has been successful in over 1,800 cities and towns across America. The four points include Organization, Promotion, Design, and Economic Restructuring.

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How Would You Like to Help?: * Willamette Main Street Steering Committee

Willamette Main Street Board of Directors

Willamette Main Street Organization Committee

Willamette Main Street Design Committee

Willamette Main Street Promotion Committee

Willamette Main Street Economic Restructuring Committee

Description of the options: **Willamette Main Street Steering Committee**

- "working members" who have the commitment, time and interest in starting up the organization
- Time commitment: 8 – 10 hours month
- Steering committee members will have a thorough understanding of the Main Street Four Point Approach and be able to speak knowledgeably about how a Main Street organization will function in the community

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Published on City of West Linn Oregon Official Website (<http://westlinnoregon.gov>)

Willamette Main Street Board of Directors

- Time commitment: 4 – 10 hours month
- Financial commitment required
- Monthly meeting typically for 60 - 90 minutes
- Board members serve on a standing committee
- Board has financial responsibility for WMS
- Board establishes program policy
- Board is responsible for fulfilling the legal and financial requirements in the conduct of its business affairs as a nonprofit organization

Willamette Main Street Organization Committee

- Time commitment: 4 – 10 hours month
- Monthly meeting typically for 60 - 90 minutes
- Responsible for: Public relations, Volunteer development, Fundraising
- Likely candidates include: Downtown merchants, Residents, Media Representatives, Volunteer Specialists, Downtown property owners, Civic group volunteers, Accountants

Willamette Main Street Design Committee

- Time commitment: 4 – 10 hours month
- Monthly meeting typically for 60 - 90 minutes
- Responsible for: Design education & technical assistance, Building & sign improvements, Design review, Public space, Zoning and planning
- Likely candidates include: Architects, Real estate agents, Contractors, Downtown property owners, City Planners, History buffs, Interior designers and florists, Graphic Designers and artists, Architectural students

Willamette Main Street Promotion Committee

- Time commitment: 4 – 10 hours month
- Monthly meeting typically for 60 - 90 minutes
- Responsible for: Public relations, Image development, Retail promotions, Special events, Marketing strategy
- Likely candidates include: Downtown merchants & employees, School board members, Teachers of marketing & design, Graphic designers and artists, Arts organizations, Advertising professionals, People who want to be “part of the action”

Willamette Main Street Economic Restructuring Comm.

- Time commitment: 4 – 10 hours month
- Monthly meeting typically for 60 - 90 minutes
- Responsible for: Data collection and market research, Assistance and incentives for business and property development, Business retention and recruitment, Identifying market position, Property development
- Likely candidates include: Merchants, Realtors & mortgage brokers, Marketing professionals & teachers, Investment brokers, Economic development staff (city/county), Downtown property owners, Consumers, Developers

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